



A high resolution summer with Nilox EVO 4K30

Video in 4K with 30 frame per second, in Full HD up to 100 frame per second for a super Slow Motion, as well as 16MP pictures and underwater shooting up to 40 meters deep, for the most advanced action cam by Nilox

Vimercate (MB), 12 July 2017 - Summer is synonymous with holidays, travels, adventures and adrenaline. With the new on-board camera EVO 4K30 by Nilox (www.nilox.com), the Italian sport technology brand of Esprinet Group, you can capture all the emotions of the season with cinema resolution.

With Nilox EVO 4K30, you can shoot video in 4K with 30 frames per second for up to 1,5h of recording and shoot 16 MP pictures with a memory up to 64GB. It also reaches up to 100 frames per second in Full HD for incredible Slow Motion. And completing the technical aspects are digital zoom 4X, a wide angle of 140° and a touch display of 1.8" for easier use and simpler access to all the functions.

With this model, Nilox takes a step forward in the action cam market, confirming its position as the first Italian brand in the world and the second in Italy. According to the last GFK data, in the first quarter of the year Nilox grew from 12.8% in 2016 to 21.4% in 2017 in terms of sales volumes in Italy, driving a further wedge through its direct competitors. Moreover, in the month of July 2016, Nilox rose to second position in the European ranking in terms of sales.

Its compact design and weight of 67 grams make the newest EVO 4K30 the perfect accessory to take everywhere. Thanks to the wi-fi function you can connect to the free app for iOS and Android, to manage the cam directly with your smartphone up to a distance of 80metres, and share live pictures and videos with your friends and on your social network.

Nilox EVO 4K30 is water resistant and ideal for people who pass their holidays at the sea to go diving. Thanks to the waterproof case included in the pack, you can create fascinating underwater shots up to a depth of 40metres.

Nilox offers a wide range of accessories, designed to improve the experience with the cam, however it is used. Included in the pack: a waterproof case to take the camera underwater, two adhesive holders - one flat and one curved - to attach it to a helmet, car or other surface. EVO 4K30 is compatible with all the Nilox accessories, such as the self-time to do self-shooting and selfies.

Nilox EVO4K30 is available at a suggested end-user price of 299.95 euro.

About Nilox:

Nilox (www.nilox.com) is the sport technology brand of the Esprinet Group. Thanks to ongoing investments in research and product marketing, Nilox is able to catch the latest technology trends and bring them to the market: like the DOC range which, in addition to the hoverboard, adds electric scooters and skateboards for green mobility without giving up the fun; and bodyguard, the first wearable security device. The brand portfolio has also a wide range of on-board cams (MINI, F-60, EVO and 360 lines), wearable devices, and IT professional solutions. Nilox is distributed in Italy, Spain, Portugal, Germany, France, UK, Greece and Netherlands.

Press contacts:

Paola Bramati
Marketing & Communication Specialist
Nilox - Esprinet S.p.A
Tel. +39 02 404961; Mobile +39 346 6290054
paola.bramati@esprinet.com